



*Pictured above is Michele Pincus (front row, third from right) and the entire Pink Aid Committee at the Second Annual Pink Chair Luncheon and Fashion Show.*

### **Michele Pincus Works with Pink Aid to Honor Long Island Breast Cancer Warriors at Second Annual Pink Chair Luncheon and Fashion Show**

Firm Partner Michele Pincus, an active member of the Pink Aid Committee, both helped coordinate and participated in this year's Second Annual Pink Chair Luncheon and Fashion Show. The event, which last year raised more than \$225,000 from its 300 attendees in support of several local community grants, was held October 15, at Mitchells|Marshs in Huntington.

Far from the average breast cancer foundation, Pink Aid's mission is to help local underserved women survive treatment on both a financial and emotional level. Its goals are made possible through fundraisers and events such as the Second Annual Pink Chair Luncheon and Fashion Show, which pays special attention to "local breast cancer warriors."

The heart and soul of the Pink Chair fundraiser was the "Celebration of Life/Warrior Fashion Show" featuring 17 brave Long Island women who have battled through treatment of the disease. In addition to taking to the stage in the latest Mitchells|Marshs fall fashions alongside their biggest supporters, these survivors shared inspirational messages regarding their journeys.

The guest speaker at this year's event was New York's own Marisa Acocella Marchetto, a breast cancer survivor and award-winning cartoonist and graphic novelist whose work has appeared in *The New Yorker*, *The New York Times*, *Glamour* and *O, The Oprah Magazine*. She recently released the graphic novel *Ann Tenna*; her previous novel, *Cancer Vixen*, was named one of *Time* magazine's top ten graphic memoirs and was a finalist for the National Cartoonists Society "Graphic Novel of the Year." She is also the founder and chair of the Marisa Acocella Marchetto Foundation at Mount Sinai Beth Israel Comprehensive Cancer Center and the Dubin Breast Center at Mount Sinai.

Originally founded in Westport, Connecticut in 2010, Pink Aid funds breast cancer support services that provide transportation to treatment, child care and food cards, among other things, for local women in need while in treatment. This grant-based organization is the brainchild of Amy Katz, Amy Gross, Renee Mandis and Andrew Mitchell, whose family owns Mitchells of Westport, Connecticut and Mitchells|Marshs in Huntington, New York. Pink Aid Long Island was launched last year in recognition of the same need for free mammograms and compassionate care services for women battling breast cancer in our own local communities.

**THE EVENT WAS COVERED BY CHANNEL 7 EYEWITNESS NEWS AT 4 AND WAS ALSO FEATURED IN THE TIMES OF HUNTINGTON-NORTHPORT AND LONG ISLAND PULSE MAGAZINE.**